



JESKEI:

BUILDING A BETTER ONLINE VIDEO EXPERIENCE





Abstract

In the last decade, consumer viewing habits have undergone significant transformation. Renowned cinema chains grapple with financial instability, DVD sales are on a sharp decline, and traditional TV viewership has dwindled. Although film studios were initially resistant to change, they've had to reimagine their market strategies, leading to a spectrum of outcomes. As television transitioned to streaming, it became evident that not only the delivery medium had evolved, but the very essence of content itself had shifted.

The industry upheaval is not confined to viewers. Performers are actively challenging traditional paradigms set by movie studios and TV content providers. Years of dissatisfaction have culminated in strikes, spurred by the lucrative opportunities presented by alternative streaming platforms. Performers observe amateur content creators reaping substantial benefits from revenue sharing, merchandising, and partnerships—avenues traditionally inaccessible to professionals. Notably, the cast of Star Trek spearheaded an exploration into the potential of blockchain for revenue sharing in science fiction content.

A rising challenge looms large: the potential of AI to replicate performers with uncanny precision. Deepfakes, with their capability to replicate appearance, gestures, and voice, pose a dual threat. They jeopardize the livelihood of artists and risk deceiving viewers into mistaking artificial constructs for genuine performances.

With mounting pressures from both consumers and performers for a revamped experience, the entertainment industry teeters on the edge of a radical transformation.

This paper presents "Jeskei," a novel platform anchored in Hollywood's movie distribution. Tailored for industry giants like Disney and recognized for premier content such as James Bond and Star Wars, Jeskei embodies modernity. Conceived by its founders, the platform seamlessly melds revenue sharing and social networking, catering to the contemporary expectations of both audiences and content creators.



List of Acronyms

AI	Artificial Intelligence
CAA	Creative Artists Agency
DCP	Digital Cinema Package
DFS	Distributed File System
DRM	Digital Rights Management
ERC-20	Fungible Token Standard
ERC-721	Non-Fungible Token Standard
EVM	Ethereum Virtual Machine
IP	Intellectual Property
IPFS	Inter Planetary File System
NFT	Non-Fungible Token
PPV	Pay Per View
PWA	Progressive Web App
SDK	Software Development Kit
XML	Extensible Markup Language



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1 Introduction & Overview

1.1 Background

Over the past decade, a seismic shift in consumer viewing habits has been witnessed. Audiences, especially those in their 30s and younger, have migrated from traditional TV, cinemas, and DVDs to the allure of online streaming platforms like Netflix and YouTube. The pandemic further catalysed this migration, solidifying streaming as the predominant medium for global entertainment consumption.

Historically, film studios and TV services lagged in adapting to these changes. However, faced with dwindling viewership and revenues, they ventured into the realm of streaming. Today, consumers navigate a plethora of streaming services, each with distinct content offerings and fee structures. Yet, there's a noticeable dip in subscriber counts, attributed to heightened competition, subscription fatigue, and evolving viewer preferences.

Platforms like YouTube and TikTok, offering free access, have emerged as giants. Their appeal lies in their diverse content spectrum, from big-budget productions to niche segments catering to individual interests. For context, YouTube boasts over 2.5 billion monthly users, with daily video consumption surpassing that of Netflix and Facebook combined. TikTok, on the other hand, dominates in over 40 countries, especially among younger audiences.

The industry's metamorphosis has triggered demands from insiders too. For years, actors have advocated for revenue-sharing agreements, a sentiment that has only intensified with the rise of content creators on platforms like YouTube, who enjoy lucrative revenue streams.

Amidst these challenges, the entertainment sector confronts another disruption: Artificial Intelligence. AI's potential to replicate performers and writers poses threats not just to the professionals' income but also to the originality of content. The industry grapples with ethical considerations surrounding AI's mimicking capabilities.

Enter Jeskei, conceived by Darren Oliveiro-Priestnall—a veteran with a quarter-century of experience spanning movie encryption, distribution, and blockchain technologies. Jeskei is a revolutionary platform, allowing creators to construct videos from myriad digital assets, each represented as an NFT. Each NFT has an owner, whether it's an NFT representing an actor, location, script, music score, editor, special effects artist or anything else. Revenues are then dispersed between the NFT owners, according to the video configuration, ensuring everybody earns fairly and transparently as agreed. Whether it's a solo content creator or a major movie studio, Jeskei accommodates all, streamlining the production and monetization process.

For viewers, Jeskei promises not just content consumption but an immersive experience. They can invest in content, cultivate communities around their preferences, and enjoy a dynamic blend of free and paid content. The overarching goal is twofold: to satiate consumers with diverse content and to empower creators with unparalleled earning avenues.



1.2 The four pillars of Jeskei

Jeskei emerges as a state-of-the-art streaming platform, anchored by four foundational pillars:

1. **Digital Media Services:** This encompasses streaming Ultra High Definition (UHD) content online. Furthermore, Jeskei is equipped to distribute content through industry-standard Digital Cinema Packages (DCPs).
2. **Asset Tokenization Engine:** This innovative feature allows every component of a video—be it audio, visuals, script, graphics, or editing—to be encapsulated as a digital asset, each uniquely tied to an owner.
3. **On-chain Revenue Sharing:** This system facilitates the automated distribution of earnings for videos composed of multiple assets. The division of fees is executed based on the parameters set by the video publisher.
4. **On-chain Performer Authenticity Database:** This serves as a ledger linking actors and creatives to a public key, ensuring the authenticity of performers in videos and acting as a bulwark against AI-generated impersonations.

While there are additional benefits, such as personalized targeted advertising, they are supplementary and not central to the platform's ethos.

Subsequent sections delve into the primary user demographics of the Jeskei platform, illustrating how it caters to their distinct requirements. Detailed explanations, alongside a strategic roadmap prioritizing high-revenue features, will be presented, with intricate engineering challenges slated for later phases.

1.3 Platform users

Jeskei targets multitype types of users, the primary users being discussed in this section. Setting out the target user groups here helps to create context for the remainder of the document.

1.3.1 Content Producers

Content producers span a diverse spectrum, ranging from solo YouTuber creators to collective collaborations of professionals, established film studios, and streaming service magnates. While their objectives might differ, certain priorities consistently emerge:

1. Tapping into multiple revenue streams, encompassing pay-per-view and merchandising.
2. Crafting a unique streaming identity; for instance, Paramount's endeavour to differentiate from Angel Studios.
3. Safeguarding against unauthorized AI replicates of performers.
4. A hassle-free, intuitive initiation to offer content, be it free or premium.
5. Flexibility in data sourcing, offering an integrated platform option or the freedom to utilize external databases.



1.3.2 How Jeskei Addresses These Priorities:

Channel Creation: Any video producer, from individual creators to full-fledged studios, can establish a channel on Jeskei. This provides a tailored branding avenue on the Jeskei app, ensuring streamlined content organization and member management. The app's allure lies in its ability to manage intricate tasks like data handling, streaming tech, and on-chain operations.

Extensive Accessibility: While Jeskei offers a ready-to-use streaming application, its architecture ensures comprehensive accessibility, either on-chain or via web API. This paves the way for customized streaming apps or services, allowing providers to curate unique user experiences. By leveraging Jeskei for revenue-sharing and its extensive user base, traditional platforms can preserve their IP while tapping into shared viewer demographics.

Performer Authenticity Assurance: The on-chain smart contract feature introduces a hash table, linking personalities to public keys. This managed service ensures authenticity, requiring performers to sign assets representing themselves, establishing a verifiable digital signature. This effectively counters AI deep fakes, ensuring only authenticated content reaches the viewer.

AI Collaboration with Performers: Future iterations aim to empower performers to grant permissions for AI replications. While maintaining the integrity of the digital signature, this facilitates showcasing AI-generated content, but with the performer's explicit endorsement.

Revenue Distribution: Every actor or contributor is symbolized as a distinct digital asset. Based on the revenue allocation specified, they secure their rightful earnings from various activities tied to the video. While the primary income channels currently involve pay-per-view and advertising, forthcoming plans encompass introducing merchandise streams. This offers viewers a holistic experience, connecting them directly to merchandise while ensuring contributors earn their due.

1.3.3 Consumers

At the heart of the entertainment industry lie consumers, and Jeskei ensures they receive paramount attention and support, on par with content producers.

1. **Content Discovery:** The Jeskei streaming app facilitates effortless content discovery. Users can search for channels or content through tags. While AI-powered content identification is on the horizon, Jeskei prioritizes user privacy, intending to implement this feature on-device, harmonizing with the proposed advertising matching mechanism.
2. **Engagement:** Users can seamlessly navigate the platform—subscribing to channels, bookmarking videos, commenting, sharing, and accessing both free and premium content.
3. **Enhanced Interaction:** Jeskei's unique digital asset infrastructure on-chain allows consumers to participate more actively. They can authenticate performers, track their favourite artists, and even financially back upcoming productions. By purchasing varying-value NFTs, fans not only contribute to production funding but also earn a stake in the project, receiving revenue shares akin to other contributors.



4. **Community Building:** Future integrations aim to connect Jeskei with prevailing social media platforms, fostering vibrant communities around productions and channels. Rather than reinventing the wheel with a standalone social platform, leveraging existing networks aids in harnessing organic, viral growth.
5. **Revenue Through Advertising:** Jeskei incorporates advertising not merely as a monetization tool but as a symbiotic revenue model for both producers and viewers. Ad matching, executed on-device, ensures user privacy remains uncompromised. By offering an opt-in model, consumers can either indulge in an ad-free experience or opt for ads, where revenues are equitably split between the producer and the viewer. This not only ensures a captive audience for advertisers but also fosters a harmonious relationship between creators and consumers.

1.3.4 Advertisers

Jeskei's infrastructure is also designed with advertisers in mind, introducing a paradigm shift in ad delivery. Instead of the traditional push mechanism from centralized servers, Jeskei employs a pull strategy, initiated from the user's device. This ensures precision targeting while safeguarding user privacy. A standout feature is the revenue-sharing model with viewers. By incentivizing viewers to opt for ads, their engagement is heightened, fostering a positive reception. This not only benefits content creators but also bolsters advertisers' reach and impact. The intricacies of this pull advertising mechanism will be elaborated upon in subsequent sections.

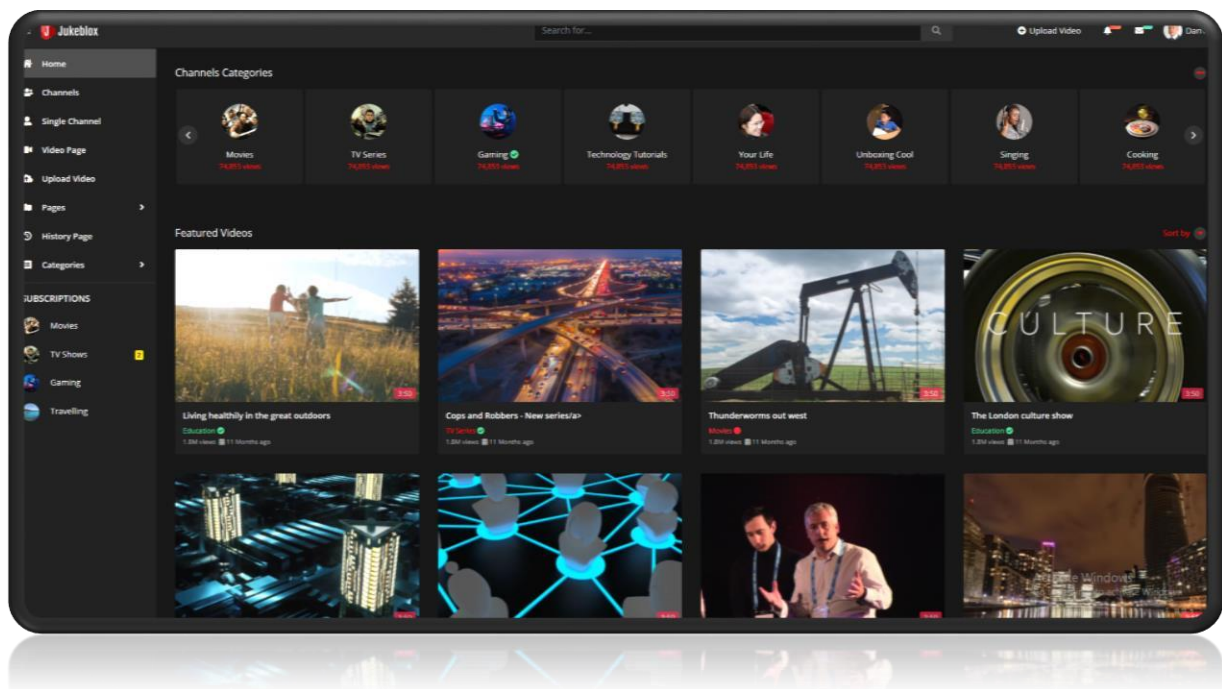


Figure 1: Jeskei channels



1.3.5 Cinemas

While Jeskei's core strength lies in streaming, there's an inherent commitment to bolster the cinema industry. Recognizing the unique cinematic experience they offer, Jeskei empowers content producers to convert their content into industry-standard Digital Cinema Packages (DCPs). These DCPs, a compilation of files described by an XML, aren't just a traditional format but are architecturally conducive to revenue sharing. By encapsulating assets within the DCP as NFTs, it streamlines the revenue distribution derived from cinema screenings.

Given that DCPs integrate into Dolby servers within cinemas, the distribution model diverges from the typical DRM-protected streaming approach. Content tailored for the immersive big-screen experience can leverage cinemas as potent brand-building platforms, adding another revenue stream for producers.

However, cinemas today are beleaguered by a combination of industry dynamics and evolving viewer preferences, further exacerbated by external challenges like pandemics. The conventional profit model, where cinemas rely heavily on concessions due to significant revenue shares claimed by studios, is under threat. Compounding this is the stipulation by studios to screen less popular films as a condition to showcase blockbusters. This tight squeeze threatens the very existence of cinemas, a potential cultural loss for movie aficionados.

To combat this, cinemas are diversifying, curating content like live sports, theatre broadcasts, and unique events to entice audiences. Although cinemas aren't Jeskei's primary target, our deep-rooted industry experience equips us to synergistically support cinemas, content producers, and consumers.

1.3.6 Other user types

Jeskei's vision extends beyond mere content streaming and production, eyeing a more holistic entertainment ecosystem. One of the expansion avenues is to enhance the platform's social and merchandising facets, creating a fertile ground for merchandise creators. By aligning themselves with trending productions, these creators can tap into a ready and engaged audience, amplifying their reach and revenue.

Moreover, the unified presence of consumers and producers on Jeskei, complemented by an integrated economic layer, transforms the platform into a potent hub for capital mobilization. Anticipating a foray into the decentralized finance (DeFi) landscape, Jeskei aspires to facilitate the trading of digital assets and pioneering fundraising initiatives. Given the team's robust background in DeFi, Jeskei is poised to seamlessly integrate and expand within this domain.

1.4 Objectives of this document

This document offers a comprehensive overview of the Jeskei platform, detailing its foundational components and their intricate interconnections. It serves as a blueprint to initiate the design and development of pivotal elements, prioritizing on-chain revenue sharing services, asset verification mechanisms, and the APIs essential for the streaming application.



1.5 Structure of this document

This document is structured to set out each component of the Jeskei platform.

Section 2 provides an overview of the platform including the modules and users.

Section 3 provides an overview of the new ad delivery model.

Section 4 provides an overview of content creation.

Section 5 provides an overview of how content is viewed.

Section 6 provides an overview of the community elements of the platform.

Section 7 provides an overview of the economics of the platform.

Section 8 provides an overview of the underlying technologies of the platform.

Section 9 sets out the delivery roadmap and looks ahead towards the future of the platform.



2 Overall Design

The Jeskei platform is meticulously designed to address the evolving needs of the media consumption landscape. This section provides a holistic view, showcasing how different elements come together to shape the Jeskei experience. By the end of this section, readers should grasp the fundamental concepts that underpin the platform.

2.1 Distribution Models

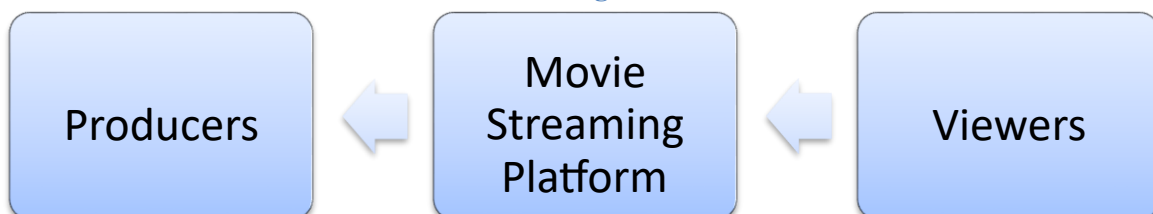
Below, we dissect prevalent movie/video distribution models and introduce the Jeskei model, which amalgamates the strengths of existing models while rectifying their inherent drawbacks.

Traditional Film Studio Model



- Producers receive a predetermined fee from studios, with no potential for revenue sharing. The dominance of the 'Big Five' Hollywood studios restricts any substantial shifts in this dynamic.
- While there's growing industry discontent regarding equitable revenue splits and IP compensation, it's not just the insiders feeling the pinch. Cinemas, too, grapple with stringent studio policies. They rely heavily on concession sales as studios devour a lion's share of ticket revenues. Studios' increasing demands even extend to concession earnings for blockbuster films. Furthermore, studios sometimes compel cinemas to screen less popular films to gain rights for blockbuster screenings.
- The overarching theme is one of studio hegemony, detrimental to creators, viewers, and cinemas.

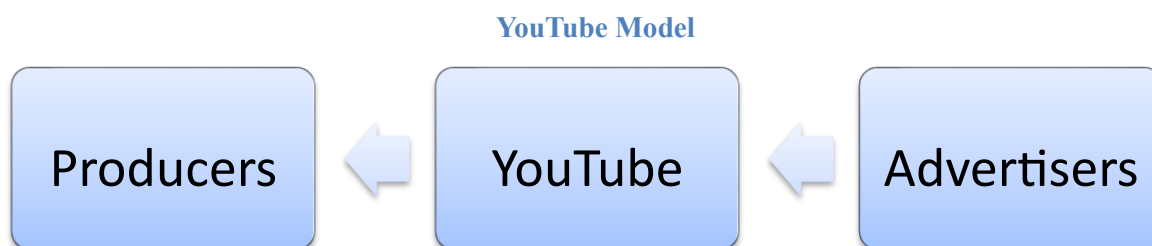
Movie Streaming Service Model



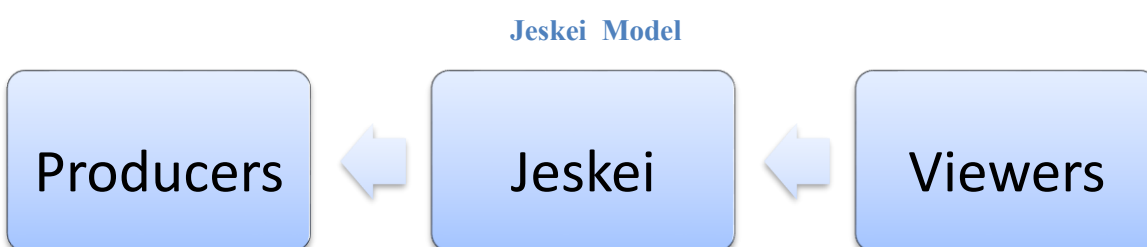
- Much like traditional studios, streaming platforms pay producers a fixed fee, sidelining any revenue-sharing prospects.
- Consumers either subscribe or pay per content piece, but only a minuscule fraction returns to the actual creators.



- Cinemas find no respite here, as they're perceived as rivals and excluded from streaming avenues.



- Content creators earn primarily through ad revenues. Direct monetization is absent, pushing creators towards third-party platforms like Patreon, which fragments the user experience.
- While advertisers fund these ad placements, viewers express dissatisfaction due to intrusive ad breaks.
- A silver lining is the direct creator-viewer interaction, fostering community growth. However, YouTube's limited social and branding tools hamper channel differentiation.
- The platform's relative freedom, allowing creators to monetize popular content and explore alternative revenue streams like merchandise, has introduced some industry disruption.



- Jeskei empowers producers with flexibility in content monetization, be it pay-per-view or subscription-based. The lion's share of revenue returns to the creators, distributed automatically based on pre-set rules. This fosters collaboration among stakeholders, from production to promotion.
- Ownership of IP rests with producers, enhancing long-term revenue potential and facilitating asset trading within the platform.
- Viewers enjoy a plethora of content choices, from movies to training videos. They can opt for ad-supported content and earn a share of the advertising revenue. Furthermore, viewers can financially back in-production content, akin to crowdfunding.
- Cinemas benefit from the readily available DCP format, with producers tailoring payment structures for big-screen content. This alliance broadens the cinematic repertoire while supporting producers' big-screen ambitions.



2.2 Payment model

Current content monetization models, like Patreon, offer content creators a 90% return on their earnings, with the platform retaining 5% for service provision and another 5% dedicated to card payment fees.

Jeskei revolutionizes this framework with several noteworthy enhancements:

1. **Integrated Payment System:** Jeskei incorporates payments directly within its platform, eliminating the need to navigate outside the ecosystem for transactions.
2. **Digital Currency Payments:** The utilization of digital currency streamlines revenue distribution among stakeholders. For instance, a \$3 movie fee can be seamlessly and transparently subdivided among the cast, crew, backers, and investors without incurring additional charges.
3. **Holistic Revenue Sharing:** The digital economy fosters diverse revenue sharing avenues. Advertising revenue, for instance, can be equitably divided among the platform, content creators, and viewers. Moreover, digital earnings can be reinvested into the platform for fresh content or merchandise endeavours.
4. **Global Accessibility:** Payments transcend geographical boundaries, eliminating cross-border payment complications.

These enhancements render Jeskei exceptionally cost-effective and convenient, benefiting all platform users – from content producers and viewers to advertisers and merchandise creators.

Unlike platforms such as Netflix or Prime, Jeskei remains neutral in content creation. It empowers content creators to innovate and collaborate on diverse content forms, encouraging financial contributions from the network's users and subsequently monetizing the resultant content. Traditional studios and streaming platforms often shy away from risk, sticking to tried-and-true content formulas.

When FOX cancelled Firefly, Gail Berman, former President of Entertainment at FOX said: *“It was a numbers thing. It was a wonderful show and I loved it and I loved working with him on it but that was a big show, a very expensive show and it wasn’t delivering the numbers.”*

A case in point is the TV show "Firefly." Despite its fervent fanbase and dedication from cast and crew, it was axed by FOX due to its perceived lack of financial viability. Such scenarios highlight the constraints of conventional studio requirements. Jeskei presents an alternative, enabling producers and viewers to collaboratively fund and sustain beloved productions.

2.3 Competitor analysis

The video streaming market has burgeoned with numerous platforms vying for dominance in this lucrative sector. However, many are grappling with outdated monetization models, which often hinder them from attracting premium content due to rigid revenue access and collaboration structures. Below is an analysis of key competitors:



1. **Facebook Watch:** While akin to YouTube, Facebook Watch monetizes through in-content advertisements, which has stymied its adoption. Additionally, the platform charges content creators for promoting their content to followers.
2. **YouTube:** As the leading platform for amateur content creators, YouTube's revenue constraints and limited branding tools are leading to the exodus of popular YouTubers.
3. **Streaming Giants (Netflix, Amazon Prime, Paramount, Apple TV, Disney+):** These platforms, although catering to professional productions, are experiencing subscription declines due to increasing competition. This is curtailing available funds for high-budget content. Their models lack provisions for direct engagement between creators and viewers, resulting in discontent, as evidenced by strikes from actors and writers.
4. **Patreon:** This platform, which enables monthly payouts to content creators, distributed \$300 million to 100,000 creators in 2018, funded by two million supporters. However, its high fees and disjointed integration with viewing platforms remain drawbacks.
5. **Atomic Network:** This nascent initiative, focused on distributing science fiction movies on the NEM network, has grappled with fundraising and design challenges, largely due to the team's inexperience in decentralized system design. Its ICO-based financial model also presents high risks with minimal safeguards for token holders.
6. **Angel Studios:** Angel Studios was founded in March 2021 with the objective of providing crowd funded family friendly content. It has already crowd funded over \$100 million for original content from 50,000 investors, with its latest movie grossing \$175 million. This shows the level of hunger in the market for new content and the willingness to invest through crowd funding even within a narrow market within just over 2 years.

Jeskei's Competitive Edge:

Jeskei aims to redefine this landscape by offering:

- **Unified Dashboard:** A consolidated interface where users have full ownership and management control over their content, along with IP protection and trading capabilities.
- **Transparent Compensation:** Content creators receive deserved, transparent remuneration, aligning with the growing industry demands.
- **Collaborative Studio Experience:** Users can form collaborative studios, determining their content, target audience, and revenue streams.
- **Performer Authenticity:** Performers can authenticate their presence in content, ensuring protection against AI impersonations.
- **Enhanced Viewer Experience:** Viewers gain access to diverse content, can form social communities, purchase merchandise, and even participate in crowdfunded projects.
- **Support for Cinemas:** Unlike competitors, Jeskei aligns with cinemas, facilitating access to fresh content at equitable prices, benefiting creators, cinemas, and audiences alike.



2.4 User Types

In this section, we delineate the various user types integral to the Jeskei platform. Each user type is furnished with tailored capabilities and functionalities to seamlessly integrate into the overarching system. The identified user types include:

- Unregistered viewers
- Registered viewers
- Content creators
- Influencers
- Advertisers
- Manufacturers / Retailers
- Developers

2.4.1 Unregistered viewers

Jeskei offers unrestricted access to public content without necessitating user registration. This strategy is pivotal for content creators aiming to reach a broad audience with free, public content. While unregistered viewers contribute to the video view count, limitations apply concerning access to age-restricted or region-specific content. Interactions for unregistered users are confined to viewing, ensuring protection against potential bot interference.



Figure 2: Registered user channel



2.4.2 Registered viewers

Upon registration, users provide:

- Public key/address for unique identification.
- Date of birth for age verification.
- Country of residence for regional age verification.

All user data is encrypted prior to storage, maintaining utmost confidentiality while supporting zero-knowledge age verification proofs. Registered users can further refine their experience by inputting interest tags and forming public or private groups. These functionalities foster a sense of community and collaboration, setting Jeskei apart from conventional platforms.

Registered users can contribute towards funding projects through the platform's crowdfunding engine. This allows content producers to pitch ideas and win funding with some of the proceeds automatically paid out to investors. This not only provides registered users with earning potential but allows anyone to be part of the film process.

2.4.3 Content Creators

Any registered user can transition into a content creator by launching a channel and uploading content. The platform's uniqueness lies in its ability to allow creators to set their pricing models and receive transparent compensation. Jeskei's digital economy facilitates seamless revenue distribution among all involved entities.

2.4.4 Influencers

Influencers play a pivotal role in propelling content visibility. These individuals, often celebrities or renowned figures, leverage their platforms to promote content or even generate their own. Influencers have the potential to earn both from collaborative ventures and their unique content.

2.4.5 Manufacturers / Retailers

The realm of merchandising offers a lucrative avenue for content creators. By proving IP ownership via Jeskei, creators can negotiate merchandising deals, ensuring a fair revenue split from the sales.

Since the days when George Lucas exchanged his up-front payment for merchandising rights for the movie Star Wars, the value of merchandising has been an important element of entertainment.

2.4.6 Advertisers

Unlike conventional platforms, Jeskei empowers viewers to decide their advertising consumption. The platform guarantees targeted advertisements without compromising user privacy. This model promotes a harmonious relationship between advertisers, content creators,



and viewers, ensuring all parties benefit. Viewers choosing to consume targeted adverts benefit from the advert itself as well as a share of advertising fees.

2.4.7 Developers

Jeskei envisions a thriving ecosystem where external businesses can flourish, provided they align with the platform's ethos. Developers have the latitude to innovate, be it through content production software, integrated systems, or even management tools. The blend of on-chain transparent smart contracts and off-chain functionalities, such as streaming services, fosters a rich environment conducive to growth.

In conclusion, Jeskei's holistic approach to user types ensures a cohesive experience for all involved parties, thereby solidifying its position as a revolutionary platform in the digital content domain.

3 Advertisement engine

Online video platforms, particularly free ones like YouTube, often bombard their users with advertisements. While these ads generate significant revenue for platforms and content creators, they often hinder the user experience. Recognizing these challenges, Jeskei offers a fresh and user-centric approach to online advertising.

3.1 Traditional advertisement delivery model

Popular online platforms, such as YouTube, generally utilize a straightforward advertising mechanism.

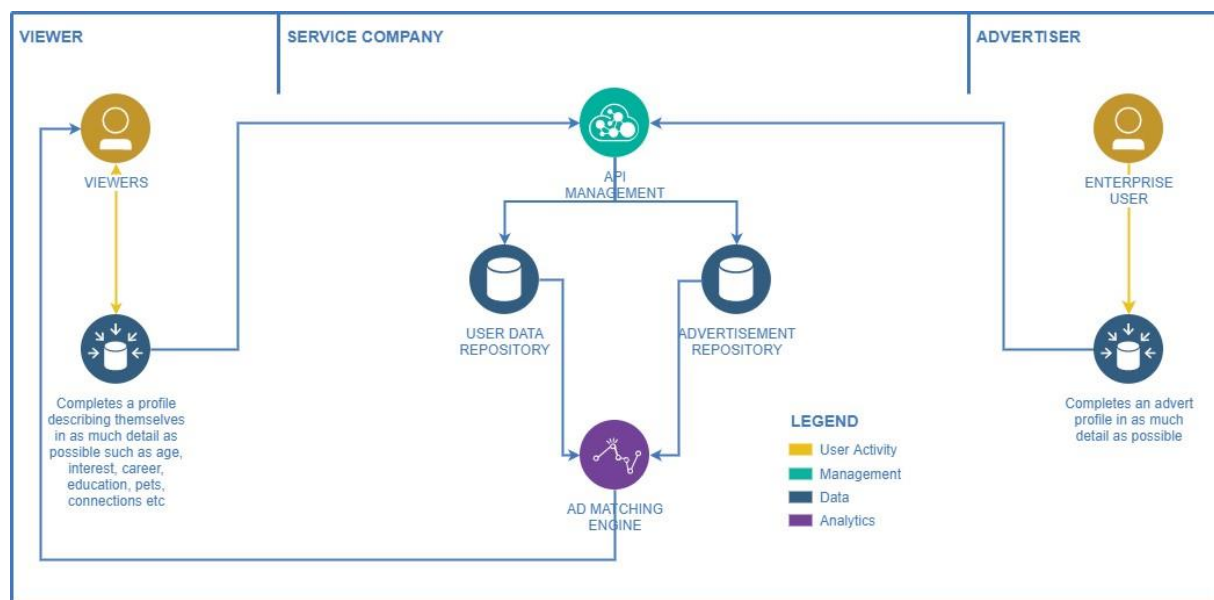


Figure 3: Traditional ad delivery model

1. **User Profiles:** Users furnish comprehensive personal details and preferences.
2. **Advertiser Input:** Advertisers develop and upload ads targeting specific user profiles.
3. **Platform-based Matching:** Ads are paired with user profiles, leading to potentially unsolicited ad displays to viewers.

This model's primary shortcoming is its centralized nature. The value and control rest with the platform, often at the expense of the user. Users are expected to compromise their privacy without directly benefiting from the ads they view. Such practices have frequently led to data breaches and misuses, causing users to become increasingly sceptical.

3.2 Jeskei advertisement delivery model

Jeskei reimagines the advertising space, prioritizing user experience and choice.

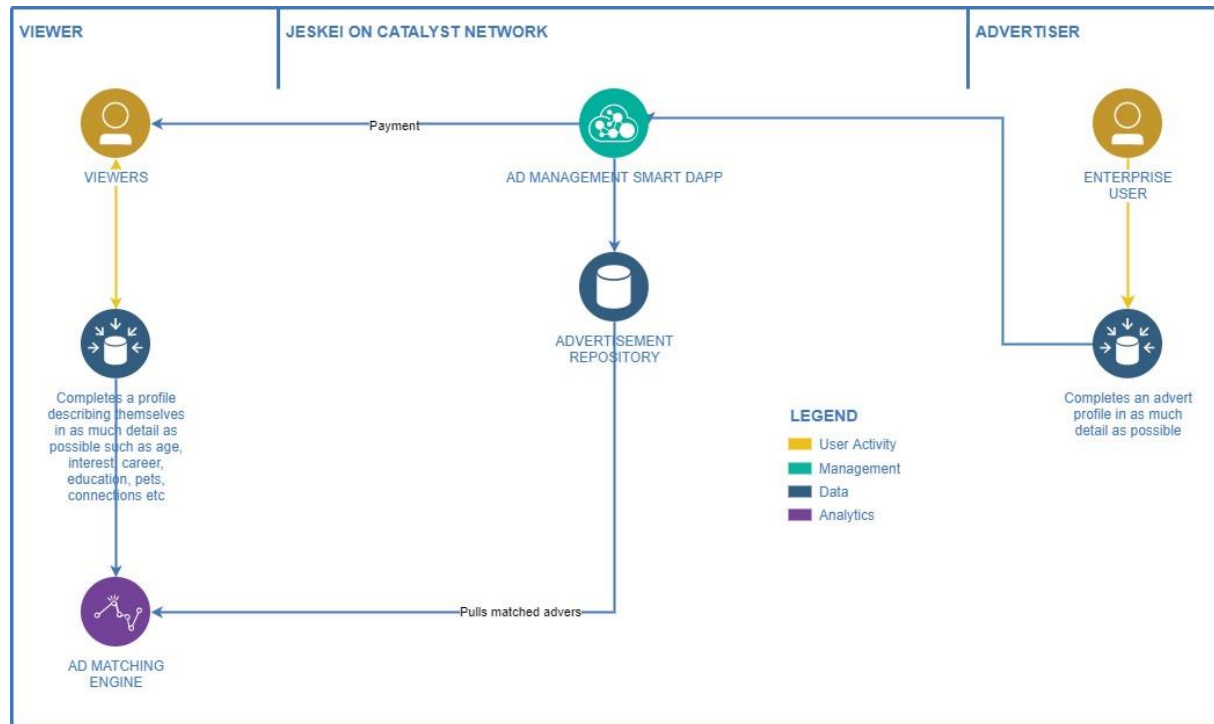


Figure 4: Jeskei ad delivery model

1. **Advertiser Input:** Advertisers continue to curate and upload targeted advertisements.
2. **Local Matching Engine:** Instead of a centralized system, Jeskei's matching engine operates directly on the user's device, leveraging their profile against ad metadata.

Example Scenario:

User Profile

- Name: George
- Age: 22
- Interests: Star Wars, reading, cooking, model-making, computer games
- Location: London, England
- AdEnabled: True

Given George's profile, Jeskei identifies relevant advertisements. When George engages with content, suitable ads are seamlessly embedded, offering him a share of the ad revenue. The rest is distributed between Jeskei and content creators.

This approach resembles the Pay Per Click (PPC) system but ensures that viewers, too, derive tangible benefits. Considering YouTube's 2020 ad revenue projection of \$15.15 billion, even a modest market share could yield substantial profits for Jeskei.



A pivotal advantage is the local matching process, which keeps user data on their device, ensuring unparalleled data security and privacy. This framework also paves the way for novel ad formats and strategies, like direct promotions or interactive ads, heralding a new age of responsive and user-friendly digital advertising.



4 Storing video and constituent assets

The Jeskei platform efficiently manages a blend of both unstructured media assets and structured data components.

Unstructured media assets encompass a diverse range, from comprehensive video files, Digital Cinema Packages (DCPs), streaming content, and subtitle files to 3D models and audio segments.

On the other hand, structured data pertains to organized information like movie metadata descriptions, ownership records, payment details, revenue distribution guidelines, and studio-specific data.

This chapter delves into the intricate mechanisms Jeskei employs to store and handle unstructured data.

4.1 Methods of Content Upload

Content is loaded primarily in one of four ways.

1. **Jeskei Web and Desktop Application:** Developed as a Progressive Web App (PWA) using WebAssembly, this app offers a seamless experience on both desktop and mobile devices. Content uploaded via the app is initially stored on Azure blob storage, with plans to expand to IPFS-based Distributed File Storage.
2. **External Storage:** Content can reside externally, such as in a studio's data center or cloud storage. This flexibility allows businesses to retain control over their intellectual property while leveraging Jeskei's audience and monetization features.
3. **Direct Upload via RESTful Services:** Useful for bulk imports or third-party integrations, content can be directly uploaded to Jeskei using Azure blob storage.
4. **Studio Desktop Service:** Catering to professional studios that work with Digital Cinema Packages (DCP), this service offers two modes: rapid upload post-editing and automatic content updates for Dolby servers in cinemas.

4.2 Content Storage Solutions

The default storage location is Azure blob storage to ensure a reliable store is used that complies with the audit requirements of firms such as Disney and Marvel. However, there is an expectation that storage will continually be broadened out to include private data stores and alternative storage types over time.

1. **Azure Blob Storage:** As the primary storage solution, Azure guarantees high availability and meets the audit requirements of major companies like Disney. Its integration with Azure media services ensures efficient streaming capabilities for up to 8K video.
2. **Other Cloud Services:** To optimize costs, support for AWS, Google, and other cloud providers will be added post-launch.



3. **Private Data Centers:** For studios and streaming services that prefer to manage their content in-house, integration with private data storage will be prioritized.
4. **IPFS and Filecoin:** Decentralized storage solutions, starting with IPFS and Filecoin, will be introduced. While ideal for storing NFT-represented assets, this approach for streaming is still in its infancy and will be rolled out after the initial launch.
5. **Catalyst Network:** A layer-one blockchain optimized for large datasets, Catalyst offers an optimal long-term route for a high-volume media platform. Catalyst remains a post-launch roadmap item due to the engineering challenges involved.
6. **Theta Network:** Despite its potential, the EVM Theta network being built specifically for the film industry currently faces developmental challenges, making it unsuitable for high-quality content storage at this time.

4.3 Content Creation and Management

The Jeskei platform simplifies the content upload process, enabling immediate conversion and storage for global streaming. Beyond singular content uploads, Jeskei's unique selling point lies in its collaborative features. By forming groups, creatives can jointly produce content, ensuring fair revenue distribution. For instance, a team working on a short film can upload individual assets as NFTs, define the revenue split, and offer their assets to other productions or sell them in the open market.

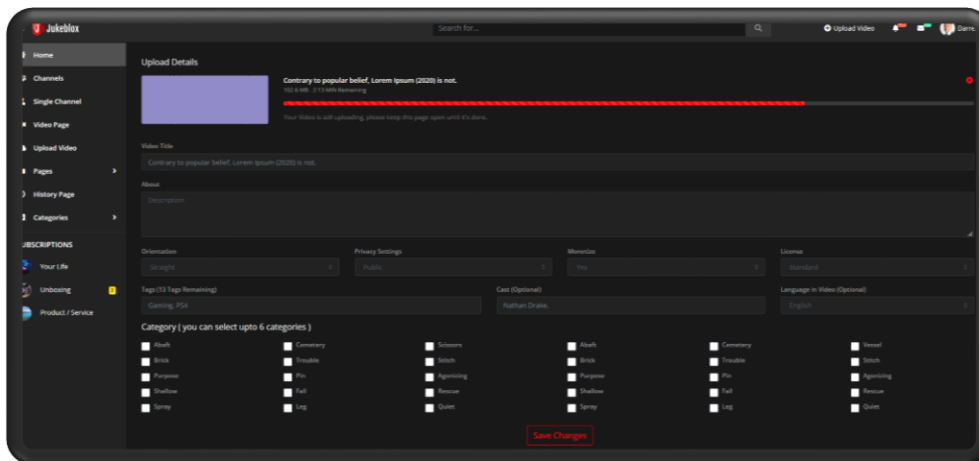


Figure 5: Content creation dashboard

Take the example of a short 30-minute fan movie put together by a new digital studio consisting of a group of movie lovers. To create this movie short, the group needs performers, special effects artists, a 3D modeller, sound producer, camera person, a director, an editor, and a script writer. The script writer uploads their script, the 3D modeller uploads their 3D ship models and the sound producer uploads the finished audio. These are all stored on IPFS with NFT's created proving their individual ownership of what they're produced. The group decides that cinemas may want to pay to access this production and so they produce a finished digital cinema package (DCP) with its own NFT. Finally, the finished video is uploaded to Azure Media services, ready to be streamed to paying customers. As part of the final act of publishing, the revenue split is



defined so that percentages of fees go to each NFT owner and to wallets of contributors who haven't directly contributed NFT's, such as performers.

The result of the above example is a collection of NFT's and a revenue split to all contributors.

4.4 DFS including IPFS, a short primer

Today's disk drives are classed as block storage devices which means that the disk is divided up into logical blocks (collections of sectors) which are addressed using their logical block address (LBA). A file is written to empty blocks on a disk with a record created identifying where each block is located and the order that they are related.

A distributed file system such as IPFS or DFS in Catalyst works in a similar way but rather than blocks being located on a physical disk, they are spread across a computer network. Now computers come and go from networks, so a DFS creates more than one copy of each block which ensures that there are always multiple copies of each block available.

This DFS approach brings several benefits when it comes to file systems. One major benefit is that there is no single point of failure that could result in private files being stolen or any type of file being corrupted and lost.

If an attacker wanted to steal a file such as a private movie, then they would only need to steal the disk that the movie is stored on. In DFS, the file is cut into blocks and the blocks are spread across a network so an attacker would need to either steal every disk on the network or have a way to identify every block and retrieve them.

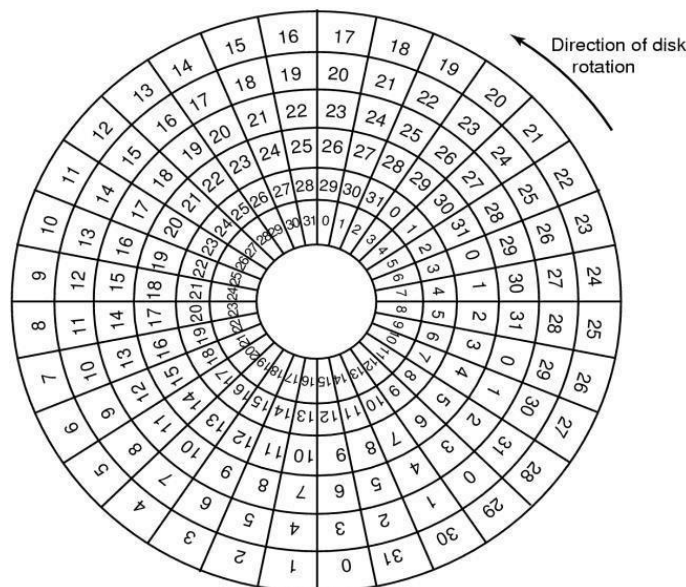


Figure 6: Disk sectors for storing parts of a file

An important point here is how the block record is protected in DFS. The block record is associated to a file hash and so knowing the file hash means knowing how to retrieve the file. So, for a video the hash could be published to allow anyone in the world to access the file, can



be made available to only certain people such as people who buy a license or kept entirely private so only the videos owner can access it.

This means that videos stored on DFS are less likely to be stolen since there's no single disk to steal, are less likely to be lost through corruption since there are multiple distribute copies and they can be globally accessed more efficiently due to the blocks being globally replicated.

Both IPFS and Catalyst DFS support file downloads and streaming and so provide a powerful modern way to store and stream content globally. The difference of Catalyst DFS to IPFS is that Catalyst DFS provides its own network of industry specific nodes which will allow Jeskei to run its own DFS network specifically for the network. Since Catalyst is not yet ready for public launch, Jeskei will use IPFS with plans to integrate Catalyst DFS later.

4.5 Azure Media storage

Jeskei has strategically chosen Azure Media Store, which leverages Azure blob storage, as its initial content storage solution. The decision aligns with several compelling advantages offered by Azure.

Advantages of Azure Blob Storage for Jeskei:

1. **Performance and Reliability:** Azure blob storage offers robust and efficient storage and streaming capabilities, making it ideal for high-quality video content.
2. **Regulatory Compliance:** Azure datacentres adhere to numerous compliance standards, including Azure CIS, PCI DSS 3.2, ISO 27001, and SOC TSP, totalling around 90 global standards. Such certifications are crucial for major film studios, which often have specific storage mandates.
3. **Professional Media Streaming:** Azure's professional media streaming services are trusted by various media delivery companies and have been employed for significant global events. In addition to supporting ultra-high-definition video streams, Azure Media Services are equipped with the latest DRM standards, vital for collaborations with professional content producers.
4. **Cost Structure:** While Azure blob storage is cost-effective for importing video (ingress), it can be more expensive for exporting content (egress). Given that a video is uploaded once but accessed multiple times, costs can accumulate. However, for professionally produced content with limited egress, such as studio content delivered to cinemas, Azure remains a viable option.

Financial Considerations for Users:

Azure charges approximately \$0.018 per GB per month for storage, in addition to ingress and egress fees. Recognizing that Jeskei's advertising and pay-per-view revenue may be modest initially, users will be billed for two years of storage upfront when uploading content. For instance, uploading a 1 GB movie would cost the user about \$0.432 USD. Charging upfront ensures Jeskei's financial stability, especially as vast amounts of content are uploaded.



4.5.1 Optimisations and Savings to cloud storage

The Jeskei platform is continuously innovating to optimize content delivery and storage solutions. One of the platforms it leverages is Azure blob storage, which offers a robust infrastructure for storing and streaming content. To enhance the standard offerings of Azure, Jeskei has implemented several advanced optimization techniques to ensure efficient, high-speed content delivery. These techniques are particularly vital when considering the demands of the movie distribution industry, especially during movie premieres.

1. Stream Compression: While Azure offers native stream compression for blobs, Jeskei explores alternative methods to achieve superior compression rates. Additionally, the source assets can be pre-compressed before transfer, ensuring faster upload and download speeds.

2. Parallel Channels: Uploading and downloading from blob storage can be expedited by initiating multiple concurrent channels. By managing multiple streams simultaneously, Jeskei can significantly reduce transfer times, ensuring quicker content availability.

3. Block Checksum Comparisons: Considering the large size of Digital Cinema Packages (DCPs) and the often-limited internet speeds at cinemas, it's crucial to facilitate faster downloads. Jeskei employs a technique, developed in-house, that assigns each block a checksum before uploading. A cloud-based service subsequently verifies the integrity of each uploaded block against its checksum. This system not only identifies and rectifies faulty blocks swiftly but also enables cinemas to start downloading blocks after a mere 4MB has been uploaded. Consequently, by the time the entire movie is uploaded, cinemas might have already downloaded most of it, save for the last 4MB.

While performance optimization is a priority, Jeskei also focuses on cost-effectiveness. Here are three strategies employed to minimize storage costs:

1. Reserve Instances: By committing to storage capacities upfront for extended periods (one to three years), Jeskei can avail of substantial discounts from Azure, sometimes up to 38%. This strategy of reserving several petabytes of storage in advance results in significant savings.

2. Diversifying Cloud Providers: Although Azure is Jeskei's primary cloud provider due to its affiliations with major movie studios, the platform aims to broaden its storage solutions by incorporating other cloud providers. This approach will enable Jeskei to tap into more cost-effective storage options, including bare metal managed servers.

3. Technological Implementations: For instance, for longer movies, Jeskei could store the initial 10% of the blob blocks in hot storage (for immediate streaming) while keeping the remaining 90% in cool storage. Given that cool storage is notably cheaper than hot storage (\$0.01 per GB per month compared to \$0.018 per GB), this method could yield substantial cost savings. By intelligently moving blocks between storage types, Jeskei ensures that while the initial part of a movie is readily available in hot storage, the bulk of it buffered from cold to hot storage as viewers progress.



In conclusion, Jeskei's multi-pronged approach to content storage and delivery, combining advanced optimization techniques and cost-saving strategies, ensures that users receive a seamless viewing experience while also maintaining cost-effectiveness for the platform.

4.6 Catalyst Network

In June 2018, an ambitious project was initiated to design and develop a blockchain tailored to the unique demands of industrial systems. From the outset, several pivotal requirements were delineated:

1. The blockchain should be compatible with smart contracts written for Ethereum's EVM (Ethereum Virtual Machine).
2. It should facilitate the storage and processing of large binary objects, encompassing maps, expansive unstructured data sets, files, and databases.
3. Seamless integration with traditional systems, be it banking or control systems, should be feasible.
4. The learning curve should be minimized; the blockchain should be accessible to established software teams, enabling them to swiftly adapt and work with it.
5. Modularity should be at its core, granting businesses the flexibility to customize nodes and networks as per their preferences.
6. Instead of recreating the wheel, the blockchain should adhere to existing industry standards and frameworks.
7. Even at scale, the public network should retain its decentralized nature.

An experimental network, initially constructed and released for testing, yielded invaluable insights. Drawing from this experience, several research papers were crafted and subsequently published, garnering support from esteemed London-based universities and a myriad of industry groups. Leveraging these findings, a revamped code base was developed, leading to the genesis of a new, more robust test network. This network demonstrated remarkable stability and scalability, prompting further scholarly publications.

Having achieved its preliminary objectives, the project was momentarily put on hold. We envision reviving and unveiling this network as a cutting-edge layer one network specifically designed for media services. Given its adeptness at combining file storage with EVM, it is particularly well-suited for high data throughput tasks. Nonetheless, our immediate focus remains on the initial launch of Jeskei. We are committed to refining and commercializing the core services before undertaking the more substantial challenge of a layer one network.

4.7 Theta Network

Theta Network: An Overview and its Role in Jeskei's Future

Theta Network stands as a pioneering decentralized framework, tailor-made for storing and streaming video content. With its roots deeply entwined with the movie industry, it serves as a



beacon for film studios aiming to diversify their film catalogues through online streaming platforms. Renowned partners associated with Theta Network include industry giants such as Google, Sony, Samsung, and CAA, who further bolster its credibility by providing validator nodes.

The architecture of the Theta Network is bifurcated into two distinct layers:

1. **Peer-to-Peer Edge Network:** This layer is dedicated to streaming content. A salient feature of this layer is its integration of Digital Rights Management (DRM), ensuring secure access to streamed content. Additionally, its decentralized store offers an optimized streaming experience for users.
2. **EVM Blockchain Layer:** This layer houses the business logic for dApps and Non-Fungible Tokens (NFTs) that symbolize completed movies intended for streaming. Notably, these NFTs are solely designed for DRM services, limiting their tradability.

While Jeskei acknowledges the potential of utilizing these NFTs, it notably enhances this model. Jeskei introduces its proprietary smart contracts, representing both the final product and its components as tradable NFTs, thereby enabling the transfer of ownership and control. In contrast, Theta's NFTs are strictly tethered to DRM, reflecting its original design intention.

It's imperative to understand the distinction between Theta and Jeskei. While Theta primarily focuses on content streaming and payment services, it doesn't encompass the multifaceted capabilities of Jeskei, such as digital studio functionalities, creation of constituent NFTs, revenue-splitting based on NFTs, community-building, or interoperability with other EVM networks.

However, Theta's potential to efficiently stream and store finalized productions cannot be dismissed, marking it as a prospective addition to Jeskei's suite of media services. Despite its promise, our preliminary evaluations of the Theta Network indicate that it's still nascent in its development journey and lacks the robust support required for seamless integration. Consequently, Jeskei will periodically reassess Theta Network's evolution to determine its potential future incorporation.



5 On-chain content

The Jeskei platform's on-chain content storage system offers a modernized approach to data storage and management, replacing traditional centralized databases like Oracle or SQL Server. By integrating metadata that describes off-chain stored content, user information, payment details, DAO data, and other table-based essentials, the on-chain system forms the backbone of Jeskei's operations.

Moreover, on-chain data extends to encapsulate business logic, traditionally stored in stored procedures and functions within centralized databases. Modern blockchains, however, utilize smart contracts, which form the core of Jeskei's operations and offer more intricate business logic capabilities.

5.1 On-chain business logic

Jeskei's initial approach is to script its on-chain logic in Solidity for EVM, the preferred language for networks such as Ethereum, Polygon, and Catalyst. Meanwhile, a potential transition to Rust is being considered for compatibility with the Solana network, given its attractive attributes like low network fees and high transaction throughput. The decision between adopting Rust or Solidity hinges on performance optimization versus market adoption and deployment speed. This evaluation is an ongoing process.

5.2 On-chain metadata

In Jeskei, every asset, irrespective of its storage location, is symbolized on-chain through an ERC721 Non-Fungible Token (NFT). Adhering to Ethereum's standards, assets stored within Jeskei can be comfortably traded and housed in ERC721-compliant wallets, promoting interoperability across Ethereum and compatible networks.

However, Jeskei's media assets demand a more comprehensive informational structure than what the basic ERC721 standard offers. As a result, Jeskei's ERC721 NFTs incorporate numerous additional fields to cater to its specific needs. While these augmented fields might not be recognized by other NFT platforms, they remain accessible for platforms like Jeskei to interact with.

Jeskei's functionality extends beyond asset storage. A suite of smart contracts provides the necessary business functionalities that interact seamlessly with these assets. For instance, the 'channel table' encapsulates details about various channels, such as ownership and metadata presentation. Additionally, a bridge table establishes a connection between a media asset and its corresponding channel, solidifying the system's interconnectedness.



Video Id: <generated at upload / ERC-721 tokenId>
Link: Public hash of video or an encrypted hash if private
Title: Title of video
Description:
Age Rating: <optional>
Region restrictions: <optional>. i.e. only available in Britain
Tags: <optional> used for searching
Owner: CreatorId (can be a user or a group)
Creators: List of users involved in its creation
Price Per View: <optional> per view price
Price Per License: <optional> to own price
Fee Record: Id for a record that determines payment distribution

Figure 7: Asset record

Channel Id: <generated at upload>
Owner: Wallet (can be a user or a DAO contract address)
Administrators: <optional>
Title: Title of video
Description:
Tags: <optional> used for searching
Subscription Price: <optional>
Logo: For branding
URL: For linking to external site

Note: Branding will be expanded to allow very distinct looking channels

Figure 8: Channel record

Video Id / ERC-721 tokenId:
Channel Id:

Figure 9: Video Channel bridging table

In Conclusion: Jeskei's on-chain storage system exemplifies the integration of modern blockchain technology with traditional data management concepts, paving the way for more efficient, secure, and versatile media asset management.



5.3 DAO Management

Jeskei is not just a platform for individual content creators. While it effortlessly supports solo creators who produce, upload, and share their content, either freely or behind a paywall, its true potential shines when it caters to collective creative endeavours. These collectives can take various forms:

- **Digital Film Studios:** Entities that curate and amalgamate content to produce and release video content.
- **Academic Collectives:** Scholarly groups dedicated to producing and publishing educational content.
- **Fan Communities:** Enthusiasts banding together to produce and share fan fiction or fan-made productions.

Such collectives often grapple with challenges related to governance, content coordination, and revenue distribution. Consider an example: An enterprising user establishes a Decentralized Autonomous Organization (DAO) for a budding digital movie studio. She invites collaborators, each bringing their unique skills, be it contributing assets or registering as performers. Together, they produce a film. Each asset used, each performance delivered, contributes to the final product. When viewers pay to watch this film, the revenue doesn't just go to a single entity. Instead, it's distributed among the creators, performers, and even reinvested into the DAO for future projects.

DAOs serve as the backbone of such collaborative endeavours. Their democratic nature ensures every member has a voice. Their transparent operations build trust, and their flexibility ensures adaptability to the ever-evolving creative landscape. DAOs, being a staple in the blockchain realm, also offer interoperability. Assets, represented as ERC-721 tokens within Jeskei, can be traded or transferred, not just within Jeskei but also to external platforms, DAOs, or wallets. This creates a vast ecosystem that not only attracts creators to Jeskei but also amplifies their reach beyond the platform.

5.4 Intellectual Property

Protecting Intellectual Property (IP) in the Digital Age

Whether it's a blockbuster film or an amateur video, protecting the intellectual property (IP) of digital content is paramount. On the Jeskei platform, while studios can maintain traditional IP ownership models, individual creators are empowered to own, publish, and even trade their IP, unlocking new market opportunities.

Three primary challenges arise concerning IP:

1. Establishing proof of content ownership.
2. Counteracting content theft.
3. Verifying the authenticity of performers.



5.4.1 Establishing Ownership of Digital Content

Every digital asset on Jeskei is represented by a Non-Fungible Token (NFT) based on the ERC-721 standard. While NFTs have gained popularity for art trading, on Jeskei, they encapsulate various media assets, from soundtracks to scripts. This robust representation not only facilitates trading but also aids in legal disputes and ensures creators are justly compensated.

5.4.2 Digital Rights Management (DRM)

Jeskei integrates Azure Media Services for DRM, adhering to the latest industry standards. All Jeskei users can leverage this DRM protection for their content.

Theta Network's unique DRM solution, backed by patent No. 17/218,245, is worth noting. It employs NFTs for rights verification and content encryption. However, its infancy and yet-to-be-proven industry acceptance warrant a cautious approach. Further details can be found in the Theta whitepaper at <https://assets.thetatoken.org/theta-mainnet-4-whitepaper.pdf>.

5.4.3 Proving authenticity of performers

The rise of AI-generated deep fakes poses a significant threat to performers. Jeskei introduces a unique solution wherein performers, after a verification process like KYC, can sign NFTs representing their appearances. This process ensures viewers of the performer's authenticity and gives performers a tool to combat unauthorized or fake representations.

A performer applies to the platform, providing evidence that they are the performer they claim to be. When carrying out this action, a keypair is generated with the public key submitted along with their application.

Once approved, this public key is recorded on-chain in a table of verified performers.

Whenever that performer appears in a video, they can create an NFT representing themselves and sign it using their private key, a simple process handled by the app. Since only the private key holder could have signed that NFT it means the system knows that the performer in the video truly is the performer claimed to be. Since the system knows with 100% certainty that the performer is authentic, it can show that to the viewer. A viewer seeing a performer they know who hasn't been verified can report it to the platform and the platform will notify the verified user who can take action to have the content either removed or require fair compensation.

5.4.4 Addressing Illegal Content

Jeskei acknowledges the risks associated with user-uploaded content and has implemented multi-layered measures:

1. **Hash Matching:** Uploaded content undergoes hashing, and the resultant hash is compared against an on-chain community-maintained blacklist.



2. **Third-Party Scanning Tools:** Tools like Microsoft's PhotoDNA might be integrated, based on community support.
3. **Automated Filters:** Filters detecting suspicious content, such as excessive skin exposure, might be employed.
4. **User Reporting and Community Review:** Users can report rule-violating content. A decentralized review system, where three community members vote on flagged content, is in place. Content that gets two out of three negative votes is blacklisted. Tokenomics will reward community reviewers for their efforts.

Jeskei's objective is to ensure platform safety cost-effectively while preserving its decentralized ethos. A zero-tolerance stance on illegal content underpins all these efforts.



6 Content Access

Earlier sections covered content storage. In this section we look at content access, which is performed through a Jeskei Progressive Web App (PWA) which runs as a Blazor WebAssembly application. As a Progressive Web App, users can click in the URL bar within Chrome or Edge and install the application to their desktop where it runs as a native desktop application, along with auto updating. This will also be expanded to run on mobile devices to create a single consistent code base for mobile, desktop and the web.

Along with this PWA, we will provide SDKs, documentation, and libraries to enable others to integrate Jeskei into their own media platforms or to develop their own alternative applications for the Jeskei network.

As well as the PWA, Jeskei also provides a desktop tool for cinemas to be able to automatically access DCP's for running on Dolby servers which are used in most cinemas.

6.1 Progressive Web Application (PWA)

The Jeskei Progressive Web App (PWA) harnesses the power of WebAssembly, offering users a rich, interactive experience akin to that of a native desktop application. Its seamless integration across web, desktop, and mobile platforms ensures a consistent and dynamic user experience.

6.1.1 User Registration and Access:

- **Public Access:** Users can effortlessly explore public content without the need for registration.
- **Registered Access:** For premium or mature content, registration is essential. The process is streamlined:
 - **Wallet Integration:** Connecting to an Ethereum wallet, such as MetaMask or one supporting WalletConnect, facilitates registration. This approach eliminates the traditional hassles of username, password, or personal information inputs.
 - **Age Verification:** Access to mature content necessitates age verification. Initially, users self-certify their age. However, our forthcoming zero-knowledge solution will enhance this process, allowing age verification without revealing specific birth dates.

6.1.2 Intuitive User Interface:

Drawing inspiration from popular video streaming platforms like YouTube, the PWA's interface is intuitive and user-friendly. Its design ensures both familiarity for new users and the revelation of novel features for regular users.

While the platform respects user privacy and doesn't mandate the submission of personal details, users have the option to add their email addresses or phone numbers. This voluntary provision is



intended for users who wish to stay updated with offers, promotions, or newsletters. However, it's imperative to note that these details are not mandatory, underscoring Jeskei's commitment to user privacy.

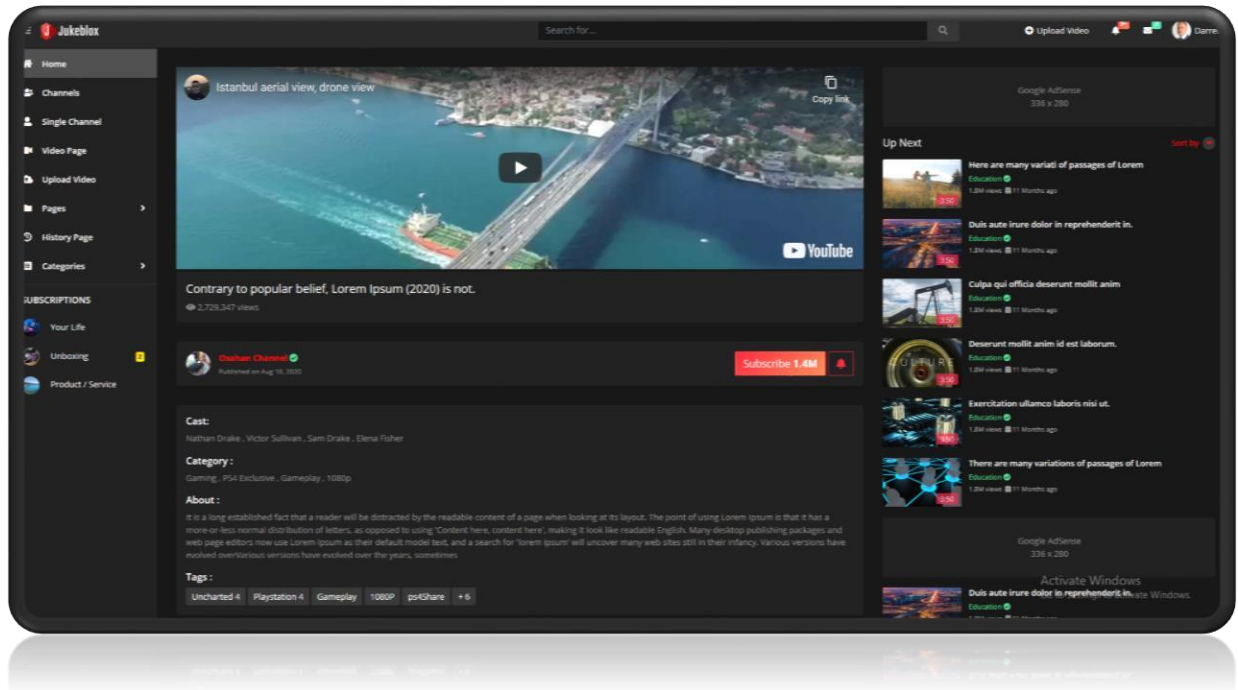


Figure 10: Online player

6.1.3 Encouraging Registration:

While the PWA offers substantial content for unregistered users, subtle prompts and teasers hint at the expanded functionality available post-registration. These strategically placed cues aim to entice users to register, thereby unlocking the platform's full spectrum of features and benefits.

6.1.4 In Summary:

Jeskei's PWA is more than just a content access tool; it's an immersive platform designed with the user at its core. By blending familiar design elements with innovative features, the PWA ensures a captivating and enriching user experience.

6.2 Cinema delivery system

The cinematic experience has always been a cherished tradition for audiences worldwide. However, the dynamics between film studios and cinemas have evolved, with cinemas facing increasing financial pressures from studios. As studios demand a larger share of box office proceeds and even a portion of concession sales, cinemas find themselves in a challenging position.



6.2.1 The Changing Landscape of Cinematic Content:

Traditionally, cinemas relied on blockbuster releases to drive footfall. But with studios commanding a larger share of the proceeds, cinemas have started diversifying their offerings. From live sports events and theatre performances to classic movie reruns, cinemas are exploring new avenues to attract audiences. Classic reruns have demonstrated their potential by often drawing larger crowds than some of the newer releases.

6.2.2 The Challenges of Content Access:

While diversifying content is a promising strategy, accessing diverse content has been a hurdle for many cinemas. Licensing challenges, availability issues, and high costs have often deterred cinemas from expanding their content portfolio.

6.2.3 Jeskei's Solution: A Digital Revolution for Cinemas:

Jeskei offers an innovative solution to this challenge, bridging the gap between content creators and cinemas. The platform's compatibility with Dolby servers, which power 80% of cinemas, allows for seamless integration.

- **Content Library:** Jeskei's platform acts as a "Jukebox" for cinemas, offering a wide range of content, from original creations to timeless classics.
- **Digital Cinema Packages (DCP's):** Content creators can effortlessly upload or package their work into DCPs, ensuring compatibility with standard cinema projection systems.
- **Fair Pricing Model:** Jeskei introduces a transparent and equitable pricing model. Content creators can set reasonable viewing rates for their content, ensuring cinemas access quality content without the hefty price tag.
- **Empowering Content Creators:** Jeskei provides a valuable sales channel for creators, ensuring they receive fair compensation for their work.

6.2.4 In Conclusion:

Jeskei is poised to redefine the cinematic landscape, offering cinemas a lifeline in an increasingly challenging environment. By facilitating access to a diverse range of content and ensuring fair pricing, Jeskei empowers cinemas to thrive in the digital age while also ensuring content creators receive their due recognition and reward.

6.3 Seamless User Registration and Payment Integration

As highlighted in Section 5.1, Jeskei offers a frictionless registration process. By leveraging the power of Ethereum wallets, we eliminate the traditional hassles associated with registration, such as remembering usernames and passwords. This ensures a swift and secure onboarding experience for users.



6.3.1 Optional Personal Details:

While the platform respects user privacy and doesn't mandate the submission of personal details, users have the option to add their email addresses or phone numbers. This voluntary provision is intended for users who wish to stay updated with offers, promotions, or newsletters. However, it's imperative to note that these details are not mandatory, underscoring Jeskei's commitment to user privacy.

6.3.2 Integrated Payment Mechanism:

Jeskei's integrated wallet connection not only simplifies the registration process but also streamlines transactions. The platform offers a unified ecosystem where users can both access content and facilitate payments without redirection to external portals.

6.3.3 Multiple Payment Options:

To cater to a diverse user base, Jeskei supports multiple payment methods:

- **USDC:** A stablecoin pegged to the US dollar, offering stability in transactions.
- **ETH/WETH:** While Ethereum (ETH) is a popular choice, for compatibility reasons, the platform wraps ETH to WETH (Wrapped Ethereum) during the payment process.
- **Card Payments:** For users who prefer traditional payment methods, Jeskei integrates with on-ramp providers. These providers facilitate the purchase of USDC using card payments, ensuring a seamless transaction experience.

6.3.4 In Conclusion:

Jeskei's emphasis on a user-centric approach is evident in its simplified registration and payment mechanisms. By eliminating barriers and offering multiple payment options, the platform ensures that users have a seamless and enjoyable experience from registration to content consumption.



7 Community

Throughout this document, a recurring theme has been Jeskei's commitment to bridging the gap between content creators and their audience. By doing so, we aim to establish a more equitable revenue model for creators and cultivate a richer, more immersive experience for viewers.

In this chapter, we delve deeper into three pivotal aspects that underscore our community-centric approach:

1. **Social Media Integration:** Amplifying the bond between creators and viewers and facilitating seamless interactions.
2. **Crowdfunding Capabilities:** Empowering creators by providing them with tools to garner financial support for their projects directly from their audience.
3. **Marketplace Opportunities:** A dynamic platform where creators can showcase, sell, or trade their assets, fostering an ecosystem of collaboration and commerce.

7.1 Social Media

Jeskei's core strength lies in its capacity to foster community and collaboration around content creation and consumption.

While users on the Jeskei network are initially recognized by their wallets and can freely explore both public and private content based on their access privileges, the platform offers more than just passive viewing. Just as content creators can form and join DAOs (Decentralized Autonomous Organizations) to collaborate, viewers can also participate in these DAOs based on their interests.

Imagine a science fiction enthusiast initiating a DAO dedicated to sci-fi productions. They could invite like-minded individuals to join, fostering a space where members can share information, resources, and even contribute assets. The DAO's democratic nature allows members to vote on ideas or initiatives, providing a structured yet flexible environment for collaboration. Some DAOs might implement a membership fee, creating a communal fund. This fund could support community events, grant access to exclusive content, or even finance new productions initiated by other DAOs. The goal is to harness the power of DAOs to facilitate diverse community-driven endeavours, from content creation to fan club initiatives.

Such social groups also offer content creators a direct channel to engage with their audience. They could gift fan DAOs with exclusive content access tokens, wearable merchandise vouchers, or even behind-the-scenes glimpses. Performers might join these DAOs to keep their fans updated about their latest projects, fostering a deeper bond.

Beyond its built-in social DAO platform, Jeskei is committed to integrating seamlessly with mainstream social networks. Leveraging these platforms not only drives new user acquisition but also amplifies the reach and impact of fresh content.



7.2 Crowdfunding

Film studios require substantial funding to craft compelling content. Recognizing this need, Jeskei plans to introduce a dynamic crowdfunding feature within its platform. This would empower members to present detailed pitches seeking funding. Each pitch will elucidate the nature of the production, the credentials of the team involved, and the exclusive benefits for financial backers. These perks can range from early access to the content, acknowledgments in the credits, exclusive merchandise, or even a share in the production's profits. This framework not only allows enthusiasts to immerse themselves in the filmmaking process but also offers them a chance to profit from the movie's success.

Over time, users will cultivate a reputation based on their association with successful projects. Investors will naturally gravitate towards backing those with a proven history of producing both qualitative and lucrative content. Such individuals become pivotal influencers for upcoming productions and noteworthy figures for the community to follow.

The overarching goal is to forge a symbiotic relationship where top-tier content creators can seamlessly secure funding, while backers are aptly rewarded for their trust and investment. While Jeskei retains a nominal fee from the funds amassed, the lion's share is channelled directly to the creators, ensuring they have the resources they need.

To streamline this process, the DAO framework—already implemented for content creation and social groups—will be extended to crowdfunding. This holistic approach fosters a congenial environment for fund consortia to emerge, collaborate, and interact intimately with content creators on the Jeskei platform.

7.3 Marketplace

Merchandising, as exemplified by mega-hits like Star Wars, can sometimes be as lucrative, if not more so, than the original content it represents. Nowadays, this isn't exclusive to blockbuster movies; television shows and even prominent YouTubers have cashed in on this revenue stream. For instance, stores stock merchandise related to "Ryan's Toy Review", which becomes a significant revenue stream for creators.

Jeskei intends to introduce a marketplace feature. Through this, creators and channels can offer related merchandise directly to their audience, ensuring authenticity and official branding. Consider, for example, if the "Ryan's Toy Review" channel sold its merchandise directly to viewers. It's likely that fans would opt for these official products rather than navigating platforms like eBay or Amazon, which may host unofficial items.

Moreover, manufacturers registered on Jeskei can collaborate with content creators to offer merchandise. Upon a sale, the platform can automate revenue distribution, ensuring that not just the manufacturer, but also the show's cast and crew, benefit from the proceeds.

Payments within the marketplace will predominantly utilize the platform's digital currency. However, for user convenience, credit and debit card transactions will be supported. For users,



this will feel like a standard card purchase, but behind the scenes, it translates to a token purchase and distribution, streamlining the internal processes.

Consistent with Jeskei's overarching design philosophy, the marketplace will leverage the DAO (Decentralized Autonomous Organization) model. This approach not only ensures uniformity across the platform but also promotes code and service reusability. This adaptability lays a foundation for the potential introduction of other services via new DAO structures in the future.



8 Economics

At the heart of the Jeskei platform is the economics engine that distributes revenues fairly to content creators from viewers of content. The token economy is **designed to reward value creators** in the ecosystem. Jeskei does not introduce a new token for payments but instead handles payments in USDC or ETH which ensures content creators are paid either in stable or deflationary coins. This list of stable coins may be extended by the DAO later. To reward supporters of the projects while helping Jeskei to fund its work long term, a new token called Jeskei token (ticker: JAK) has been created. This token has a fixed supply and is designed to fulfil a very specific set of roles within the ecosystem.

8.1 JAK token

8.1.1 The problem

The Challenge with Current Project Tokens

Many contemporary projects grapple with tokens that depreciate over time. This depreciation adversely affects both the projects themselves and their supporters. Surprisingly, the success of a project often doesn't correlate with the value of its associated token.

Taking a Cue from the DeFi Market

The Decentralized Finance (DeFi) market serves as a prominent example of this trend. Even when evaluating top-tier DeFi projects, including leading Automated Market Makers (AMMs) and Decentralized Exchanges (DEXs), one observes a distinct pattern: despite the growth or success of the project, the associated token consistently devalues, negatively impacting its market capitalization. Long-term token holders, as a result, bear the brunt of these losses.

Inflation vs. Utility

A primary cause for this downward trajectory is the inflationary nature of many tokenomics models, coupled with a lack of substantial utility that could offset this inflation. Consider fiat currencies, like the dollar. While dollars experience inflation and can decrease in value, there are countervailing forces, such as population growth and the introduction of novel products and services, that stimulate demand for the currency. While each individual dollar might devalue due to inflation, the rising demand acts as a counterbalance. Despite the system's inherent inflation, it's often managed to maintain a relatively low inflation rate by ensuring consistent demand and utility.

Stock Shares as an Analog

Company shares present a more apt comparison. Generally, investors retain shares in anticipation of a financial return. A share not only signifies a stake in the company but also



entitles the holder to dividends that mirror the company's success. Successful businesses generate profits, leading to dividend payouts to shareholders. This profit-sharing mechanism enhances the allure of shares, propelling their prices upward.

However, the tokenomics of many projects diverge significantly from this model. These projects mint new tokens over time, inducing inflation that exerts downward pressure on the token price. With no counteracting utility or value flowing back to the token holder, the only tangible effect is a persistent decline in token value—a trend all too prevalent in today's project markets.

8.1.2 Our approach

Jeskei recognizes the crucial role of funding and the importance of offering tangible value to its supporters. Consequently, the design of the Jeskei token (JAK) prioritizes long-term value preservation and utility for its holders.

Prior to the token sale, a total of 170 million tokens will be minted. No more will ever be minted during the first two years of the project. After two years, the DAO may choose to vote on a revision to tokenomics including the minting of additional tokens to meet the market needs at that time.

The JAK token serves dual pivotal roles:

1. **Revenue Sharing:** JAK token holders will be entitled to 25% of the platform's total revenue. This continuous revenue stream offers a compelling incentive for potential investors to purchase and retain JAK tokens. It is pertinent to note that revenue, accumulated in either USDC or WETH, will be proportionately distributed to JAK holders in the same form, thereby avoiding the pitfalls of volatile or inflation-prone tokens.
2. **Governance Participation:** JAK tokens are instrumental in the platform's governance. Token holders will wield voting rights on critical DAO matters, such as reward distribution adjustments across various networks and the management of the community fund dedicated to nurturing new media ventures. This inherent governance utility underscores the importance of JAK tokens, making them indispensable for content creators, project proponents, and network participants alike.

To clarify, JAK tokens are not a medium of exchange for goods or services on the platform. Instead, as ERC20 tokens, they represent a vested interest in the project's success and a claim on the rewards generated by the ecosystem.

8.1.3 Paying our rewards

Streamlined Revenue Distribution to JAK Token Holders



Jeskei continually generates revenue, necessitating an efficient and transparent mechanism for distributing rewards to JAK token holders.

Given the anticipated dispersion of JAK tokens across various networks and storage options – including multisig wallets, smart wallets, and smart contracts – Jeskei aims to simplify the reward distribution process without tracking JAK tokens everywhere they reside.

Our Approach:

1. **Balancer Reward Farms:** We will establish a 96/2/2 weighted JAK/ETH/USDC pool on Balancer or a Balancer clone that supports farming.
2. **Monthly Allocations:** Each month, Jeskei will deposit the designated USDC and WETH rewards for JAK token holders into the farming pool. The distribution will be set to release incrementally over the subsequent month. This phased payout encourages JAK token holders to retain their tokens in the pool for extended periods.
3. **Adaptable Pool Weighting:** The DAO has the discretion to use a bonding curve with a controller to help to further balance out price over time.
4. **Outsourcing to Leverage Existing DeFi Infrastructure:** This approach allows Jeskei to concentrate on delivering core services, benefiting from existing DeFi structures and ensuring maximum returns for proactive JAK token holders.

While this strategy offers a streamlined solution for the present, alternative distribution methods might be considered in the future, contingent upon the DAO and community's decisions.

8.2 Network fees

Jeskei's Transparent and Equitable Fee Structure

Jeskei is committed to ensuring a transparent, equitable, and user-friendly payment ecosystem. Payments can be made in USDC, ETH, or via traditional card methods. For the latter, the amount is seamlessly converted into USDC. The platform provides flexibility, allowing content producers to set fees in their preferred currency. Moreover, users can opt to pay in a currency they're most familiar with, be it cryptocurrency or fiat.

Fee Distribution Model:

While content creators retain a significant portion of their earnings, a small fee is applied to sustain Jeskei's growth, reward JAK token holders, and fund grants for budding content creators. This ecosystem ensures that most of the value returns to content creators, fostering a thriving community.



Feature	Cost
Standard Channel Creation	Free
Branded Professional Channel	\$10 per month
Viewing fees for paid content	25%
Advertisement fees	25%
Merchandise fees	10%
Crowdfunding fees	5%
Cinema fee	\$100 per month

Table 1: Fees collected from the Jeskei platform

It's noteworthy that the DAO holds the power to tweak certain aspects of the Jeskei system in the future, except for issuing more JAK tokens or altering fee distribution.

Wallet	Percent
JAK reward fund	25%
Core team and investors	25%
Community / Content fund	50%

Table 2: Fee recipients

Expanding Revenue Streams:

Jeskei's vision transcends mere content sharing. The platform aims to tap into merchandising, offering content creators an avenue to derive revenues from official merchandise. As witnessed with platforms like YouTube, where creators like "Ryan's Toy Review" have ventured into merchandising, there's significant potential in this realm.

Moreover, Jeskei intends to introduce a crowdfunding mechanism. This feature, slated for phase 2, will empower creator groups to pitch ideas and secure funds for their projects. The platform will retain a nominal percentage of the funds raised as a fee.

An Example of the Revenue Split:

Consider a group of content creators who set a viewing price of \$1 per user or \$1,000 monthly per movie theatre. The fees are distributed amongst the content creators based on a predetermined split, with 5% redirected to the platform. The platform's rules are flexible, allowing for dynamic pricing models, such as early bird rates or lifetime licenses.

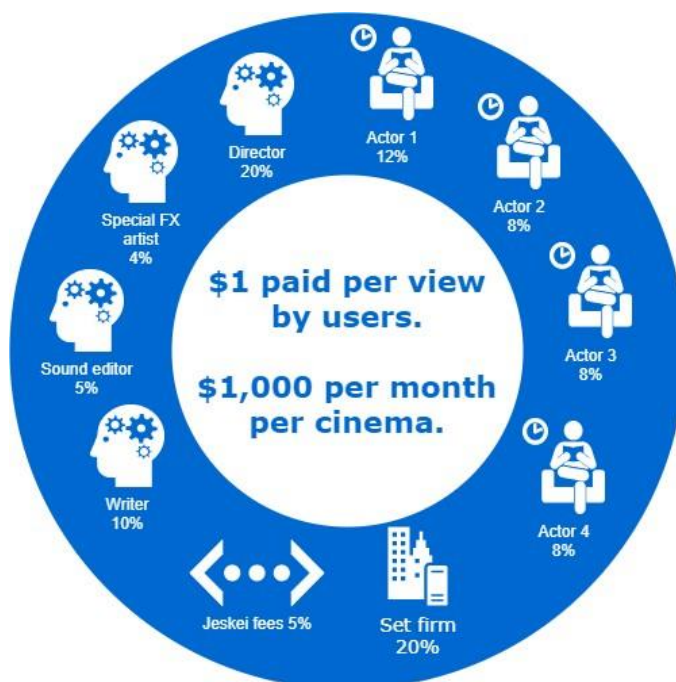


Figure 11: Example revenue split

In essence, Jeskei aims to be a comprehensive platform that amalgamates content creation, social interaction, and fair revenue distribution. Whether you're an amateur videographer or a professional content producer, Jeskei promises transparency, fairness, and opportunities for growth. The platform's integrative approach, combining content, social media, and community engagement, ensures users stay engaged and loyal. Moreover, the plethora of revenue opportunities, from content fees to third-party streaming collaborations, makes Jeskei a promising hub for the content world.

8.3 JAK Token Sale and Distribution

The JAK token is pivotal to the Jeskei platform. It plays a dual role: capturing a substantial portion of the platform's fees and serving as the primary vehicle for influencing the platform's future via the DAO. With a cap set at 170 million JAK tokens, Jeskei's distribution strategy aims to ensure decentralization, as outlined below:

Allocation	Description
Private sale (30%)	<p>JAK tokens will be available at a price of 0.1 USDC each, with an aim to raise 1.5 million USDC. This sets an initial market cap of \$5 million.</p> <p>This allocation accomplishes two critical objectives:</p> <ul style="list-style-type: none"> Generates essential funding for the project to cater to various expenses such as hosting, equipment, and salaries. Introduces 30% of the tokens into the open market.



Team (20%)	<ul style="list-style-type: none">• This portion is reserved for founders and the core team who handle crucial tasks including DAO coordination, partnerships, and development.• Distributed over a vesting period, these tokens also act as an incentive, motivating the team to continually foster the platform's growth and revenue generation.
Content (50%)	50% of tokens go to the DAO treasury for the purpose of supporting new content produced for the platform.

Table 3: Token distribution

Considering the project's scope, target market, and the prolonged benefits of the token, a fundraising target of \$1.5 million (set against a \$5 million valuation) is deemed attainable.

It's essential to note the differentiation in vesting schedules: private sale participants will not be subject to vesting, whereas the founders and core team will. The operations and founders' vesting schedule are structured such that no tokens can be sold in the initial month, with subsequent months allowing for a 20% release. This structure aims to prevent a large-scale token offload early in the project's life. However, it doesn't necessarily imply an immediate sale of vested tokens. Especially for operations, the lower 20% vesting rate ensures a gradual release of tokens even post the platform's launch, while also allowing investors to realize benefits relatively sooner.

8.4 Use of funds and Timeline

With \$1.5 million secured from the private sale, Jeskei has established a monthly burn rate of \$62,500, ensuring a financial runway for 24 months. Additionally, the core team's ownership of 30% of JAK tokens offers a sustainable revenue stream, anticipated to evolve into the project's primary income as it scales.

To optimize the initial capital, Jeskei plans to diversify holdings between stable tokens and ETH. A segment of these funds will be allocated to investment pools, generating supplementary income and extending the project's financial longevity. With prior experience in designing Automated Market Makers, Decentralized Exchanges, and financial pools, the team is well-equipped to identify low-risk, high-return investment opportunities.

The largest allocation of tokens is allocated to content producers, to encourage the creation of original content. Since Jeskei tokens generate income then there's a strong incentive for projects to hold any received tokens for as long as possible, and to acquire more tokens to increase earnings from their popular content.

Projecting a Q1 2024 commencement, we anticipate a feature-rich release by Q4 2024. Preliminary test versions will be available throughout the year, culminating in a near-complete version by Q3 2024.

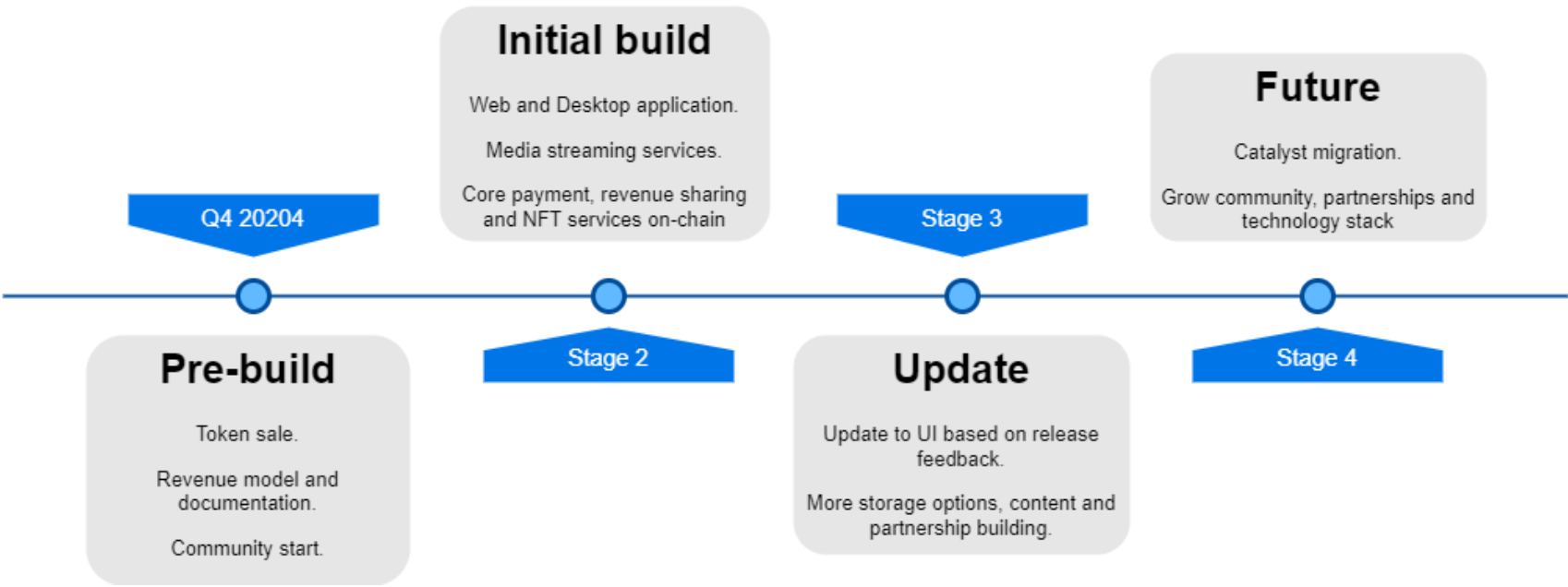


Figure 12: Timeline

2025 will pivot towards further technological advancements and community expansion, prioritizing the onboarding of content creators. Key milestones include the integration of more decentralized storage options, a significant UI update post-initial feedback, and the commencement of our shift to Catalyst. Although the main focus remains on Jeskei's development, preliminary work on Catalyst will be initiated in 2024.

By this point, the content fund will be robust enough to endorse content producers, enabling them to create original content tailored for the platform. While applications and content support will be introduced earlier, we recognize the time-intensive nature of content creation and urge our community to commence their projects ahead of the platform's public debut.

Strategic partnerships will be a cornerstone of our 2025 objectives. While initial efforts will target innovative streaming platforms like Angel Studios, we will also initiate discussions with industry giants such as Netflix and Prime.

Although this timeline encapsulates the project's nascent stages, the JAK token's economic structure promises a sustainable income stream and enduring incentives. Our ultimate vision is to revolutionize the film and media industry, aspiring to stand alongside industry behemoths like YouTube and Netflix, yet offering a more equitable, transparent platform.



9 Governance

Jeskei's governance is bifurcated into two distinct yet complementary arms:

1. The Core Operations Team: The linchpin that facilitates day-to-day operations, acting as the platform's administrative and managerial backbone.
2. The DAO: Comprising JAK token holders, the DAO wields the ultimate power, dictating Jeskei's trajectory and overarching decisions.

9.1 DAO's Role and Structure

Jeskei's overarching direction is stewarded by its DAO, facilitated through the DAOhaus platform. This decentralized governance model empowers its "shareholders" - the DAO members - to propose, discuss, and enforce decisions.

Joining the DAO is straightforward. By depositing JAK tokens into the DAO, users are granted voting shares at a 1:1 ratio. However, to foster a decentralized ethos, members are encouraged to judiciously acquire voting shares, preventing undue concentration of voting power.

Although the DAO's primary purpose is governance, it also has fiscal responsibilities, such as managing the content grant fund. While the Operations Team members will be among the initial DAO members, as Jeskei's ecosystem flourishes, the DAO's composition will diversify.

In the foreseeable future, the DAO might splinter into specialized sub-DAOs, focusing on niche areas like content creation. However, this diversification will only be explored once the primary DAO matures in size and activity.

9.1.1 Content Creators (CCs)

Content creators, the lifeblood of Jeskei, are empowered both creatively and in governance. Through monthly JAK token allocations, they can finance their projects and influence Jeskei's direction.



9.1.2 Studios

Studios stand to gain exponentially from Jeskei's decentralized model. By holding JAK tokens and actively participating in the DAO, studios can shape the platform's evolution and capitalize on monthly content creator allocations.

9.1.3 Initial Sale Token Holders

Token holders, particularly those from the initial sale, are incentivized to partake in governance, ensuring equitable rewards distribution across networks.

9.1.4 Community Members

The content creator fund also extends to community-centric activities like marketing and partnerships. The community can:

- **Engage in Bounties:** Open to anyone, bounties might encompass vulnerability reporting or new feature development.
- **Propose Funding Ideas:** Any community member can pitch ideas for projects or initiatives, ranging from technical endeavours to community events.

9.1.5 Jeskei DAO Members

To be a part of the DAO, one must hold JAK tokens. While governance participation doesn't come with direct rewards, members can still earn rewards through content creation.

9.1.6 Core Team

The core team, including the founders, shoulders the responsibility of implementing DAO decisions and managing daily operations. As Jeskei evolves, this team will expand, integrating diverse skills and perspectives.



9.2 DAOhaus

9.2.1 Jeskei DAO Governance via DAOhaus

Jeskei's decentralized governance is facilitated through the DAOhaus platform. Following thorough testing, DAOhaus was selected for its reliability and availability on Matic, a cost-effective network. Ensuring affordability is paramount to make the DAO accessible to a wider audience.

Engaging with the Jeskei DAO: A Step-by-Step Process

1. **Proposal Initiation:** Any individual can raise a proposal.
2. **Proposal Sponsorship:** Proposals require sponsorship from a DAO member with voting rights. This member pays 10 WXDAI into the DAO's bank, ensuring proposals uphold a certain quality and thoroughness. Although DAO members can both raise and sponsor a proposal, we recommend distinguishing proposal creation from its approval.
3. **Proposal Queue:** Sponsored proposals enter a queue to maintain an organized pipeline.
4. **Voting Window:** Proposals are open for voting within a predefined time window, dictated by each DAO function's specific criteria.
5. **Grace Period:** Post-voting, a 3-day grace period allows members who voted against the proposal to potentially sell their voting shares back to the DAO, catering to those strongly opposed to a proposal's enactment.
6. **Proposal Action:** The proposal's result is inscribed on the blockchain, followed by its execution.

This structured approach ensures fairness and efficiency, giving DAO members ample time for decision-making.

9.2.2 Understanding DAOhaus' Banking and Voting Shares Mechanism

Each DAO on DAOhaus boasts its bank, containing the digital assets for that specific DAO. Voting shares equate to the ownership of these assets. For instance, a member with 10% of voting shares can redeem up to 10% of the assets from the DAO bank at any given time.

DAOs frequently serve as collaborative platforms for pooling assets for investment purposes. Members contribute their crypto to the DAO bank in exchange for voting shares, and they can



also retract their assets as per their share percentage. If the fund thrives, any withdrawal will proportionally mirror the growth.

The manner in which the voting shares and bank mechanism operates within Jeskei is contingent on the specific DAO function. To grasp the nuances of DAOhaus' operations, it's pivotal to understand this interplay.

Proposal Categories in DAOhaus

DAOhaus classifies proposals into:

1. **Membership:** Proposals seeking voting shares. They can entail a tribute – a digital asset payment exchanged for voting shares.
2. **Funding:** Proposals advocating for internal projects, either tributing assets or requesting funds.
3. **Token:** Proposals to endorse a new ERC20 token in the bank.
4. **Trade:** Proposals urging the DAO to exchange one asset for another.
5. **GuildKick:** Proposals aiming to evict a malicious member via voting.
6. **Minion:** Contracts enabling the execution of specific calls, such as asset swapping in the DAO bank.

Source: [DAOhaus Documentation](#)

9.3 Operations

While a DAO promotes equitable governance among all stakeholders, it can often be deliberative, leading to prolonged debates and voting periods. This pace is not conducive to the swift decision-making required for daily operations, especially for pressing concerns such as addressing security vulnerabilities.

Enter the Operations Team. This team functions as the frontline of Jeskei, ensuring smooth day-to-day operations and executing directives from the DAO. Analogous to the C-Suite in traditional corporations, the Operations Team comprises the founders and other essential team members brought on board to realize the Jeskei vision.



Although operating under the oversight of the DAO, the Operations Team possesses the autonomy to handle daily activities. This autonomy ensures that the Jeskei ecosystem runs seamlessly and efficiently, even as broader governance decisions are made collaboratively.



10 Future

This document outlines the fundamental features of the Jeskei platform, underscoring a considerable leap forward in development and industry evolution.

Jeskei's potential for expansion is vast, encompassing diverse facets such as social media integration, crowdfunding, merchandising, content management, and delivery. The provision of SDKs and APIs ensures that other individuals and businesses can further extend the platform's capabilities without undermining its core services or revenue streams. In fact, every extension made by users enhances the platform's utility, drawing more users and, consequently, amplifying Jeskei's earnings.

At its heart, Jeskei is committed to its community. The platform aims to channel a significant portion of its resources back into its continued evolution and the production of original content. While Jeskei introduces revolutionary changes to the industry, it remains steadfast in its belief that content is the soul of its platform. It's the content that resonates, captivates, and propels the platform forward.



11 Jeskei Founders

Darren is the visionary founder of "Atlas City Global" based in London, an avant-garde R&D enterprise with a sharp focus on blockchain technology. Launching with a robust initial backing of \$5 million, the company pioneered the Catalyst blockchain technology. This innovation, integral to Jeskei, effectively represents a technological value of \$5 million.

Later, Darren expanded his horizons by co-founding "Cent Finance" and "Symmetric". As the CTO, he was instrumental in crafting the Cent wallet. "Symmetric", under his guidance, flourished into a thriving decentralized exchange, marking notable growth milestones.

His unwavering faith in the transformative power of blockchain for film distribution finds expression in Jeskei's ethos. Darren's proactive collaborations with industry stalwarts are testimony to his commitment to steering Jeskei to new pinnacles of success.

Furthermore, Darren's prowess as a developer shines through in his role as the lead architect of the FLIX movie distribution platform. This cloud-encrypted distribution system is trusted by major film studios, including Disney. It ensures the secure delivery of premium movie content from studios to global cinemas. Notably, FLIX has been the backbone for premieres of blockbuster franchises such as Star Wars and James Bond.



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